

**Miami-Dade Community College**  
**HFT 1541 Principles of Customer Service for Hospitality and Tourism**

Catalog Description:

This course is designed to develop the student's ability to provide customer service and manage service workers by analyzing situations from the customers' viewpoint in a hospitality setting. Field experience, reports and readings contribute to understanding how to provide exceptional customer service under a variety of circumstances.

*3 Credits*

Prerequisites: None

Course Competencies:

- Competency 1: The student will explain the relationship between service quality and guest satisfaction by
- a. Examining the hospitality principle.
  - b. Comparing quality, value and cost and understanding how they relate to guest satisfaction.
  - c. Defining the concept of WOW and its implications on guest satisfaction.
- Competency 2: The student will develop plans to meet guest expectations by
- a. Identifying the drivers to guest satisfaction.
  - b. Explaining and implementing the hospitality planning cycle.
  - c. Developing a service strategy and action plans.
- Competency 3: The student will identify the components of an organization with a hospitality culture by
- a. Identifying its beliefs, values, and norms .
  - b. Describing the ways to communicate a culture in an organization.
  - c. Interpret the importance of organizational culture to delivering quality service.
- Competency 4: The student will explain the importance of motivating and empowering employees, as it relates to delivering "quality" service by
- a. Developing motivation and empowerment skills.
  - b. Discussing the principles of teamwork.
  - c. Developing required skills and knowledge to conduct service-training programs for employees.
- Competency 5: The student will differentiate between service expectations appropriate to the particular setting by
- a. Assessing the service product, setting, and delivery system.
  - b. Distinguishing between market segments and their needs.
  - c. Developing service standards for particular setting.
- Competency 6: The student will formulate and evaluate a walk through audit for hospitality organizations by
- a. Analyzing service delivery systems.
  - b. Analyzing planning techniques.
  - c. Recognizing service failures and how to avoid them.